



Converging Technologies for Improving Human Performance

Nanotechnology, Biotechnology, Information Technology and Cognitive Science

February 24 & 25, 2005
Sheraton Keauhou Bay Resort & Spa, Kailua-Kona, HI

Join the world's leading experts from industry, academia and government who will showcase methods for integrative technologies for improving human performance.

- Converging new technologies in industry and medicine
- Human-machine interface
- Enhancement of cell functions
- Computer interfaces with nano-bio-cognitive components
- Brain, mind and behavior
- Reshaping organizations and business
- Legal and ethical issues
- International research activities
- Government programs

Program Co-Chairs:

William Sims Bainbridge, Ph.D.

Director, *Science and Engineering Informatics Program*
National Science Foundation

Carlo Montemagno, Ph.D.

Deputy Director, *California Nano Systems Institute*
Co-Director, *Institute for Cell Mimetic Space Exploration (CMISE)* and

Roy and Carol Doumani Professor and Chair, Department of Bioengineering, *University of California, Los Angeles (UCLA)*

Mihail C. Roco, Ph.D.

Senior Advisor, *National Science Foundation* and
Chair, *National Science and Technology Council's Subcommittee on Nanoscale Science, Engineering and Technology (NSET)*

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Journal of Nanoparticle Research

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Program Description:

As nanotechnology, biotechnology, information technology, and cognitive science advance, researchers are now discovering new ways to integrate their findings. This convergence will bring new approaches to what are currently very diverse areas of research - converging technology platforms, physical and mental performance, human-machine interface, human cognition and communication, learning, work efficiency, and many others. On their own, each of these technologies offers the potential for extraordinary advancement, but combined their potential is enormous and may provide revolutionary advancement in human longevity, quality of life, learning and productivity.

In 2002, the National Science Foundation and Department of Commerce issued the first report on converging technologies for improving human performance, and its outcome is already reflected in several NSF projects. The report asserts that converging technologies is "a broad, cross-cutting, emerging and timely opportunity of interest to individuals, society and humanity in the long-term." It also states, "It is far-reaching and fundamental, urging the transformation of science, engineering and technology at its very roots. The new developments will be revolutionary and must be governed by respect for human welfare and dignity."

This conference has been designed and will be co-chaired by Drs. William Sims Bainbridge, Carlo Montemagno and Mihail C. Roco. Dr. Bainbridge is Director of the Science and Engineering Informatics Program of the NSF, and has directed the division's Human Computer Interaction, Universal Access, and Knowledge and Cognitive Systems Program. Dr. Montemagno is Deputy Director, California Nano Systems Institute; Co-Director, Institute of Cell Mimetic Space Exploration (CMISE); Roy and Carol Doumani Professor and Chair, Department of Bioengineering at the University of California, Los Angeles (UCLA). Dr. Roco is a Senior Advisor at the NSF, and Chairs the U.S. National Science and Technology Council's Subcommittee on Nanoscale Science, Engineering and Technology (NSET). He also oversees the National Nanotechnology Initiative. Drs. Roco and Bainbridge were co-editors of the NSF/DOC report "Converging Technologies for Improving Performance" (Kluwer, 2003), and Drs. Roco and Montemagno were co-editors of "Coevolution of Human Potential and Converging Technologies" (Annals of the New York Academy of Sciences, 2004).

The potential of converging technologies for influencing and defining the future of the new products and services, and ultimately of human performance, is very broad. If you are interested in hearing directly from industry, government, research and educational leaders who will showcase methods for integrating knowledge to improve human performance, including presentations on convergence products and manufacturing processes already in development, you cannot afford to miss this event.

To sign up to receive program updates, please visit the website at www.biztechcomm.com or contact Business & Technology Communications, Inc. at (818) 907-6707. You may also send an email to info@biztechcomm.com requesting to be added to the marketing list for this particular program.

Who Should Attend

Representatives from industry, academia and government interested in converging new technologies, and their human, societal and economic implications. Experts in nanotechnology, biotechnology, information technology and human sciences from all fields, such as science, technology, policy analysts, social sciences.

Program Logistics:

Venue & Accommodations:

Sheraton Keauhou Bay Resort & Spa

78-128 Ehukai Street

Kailua-Kona, HI 96740

Group rate: \$165.00 per night available until January 24, 2005.

To receive this special rate, please contact their group reservations at (866) 912-4026 and mention that you are part of the Converging Technologies group.

Program Schedule:

Day One - Thursday, February 24, 2005

Registration & Continental Breakfast: 7:00 - 8:00 a.m.

Conference in Session: 8:00 a.m. - 5:00 p.m.

Day Two - Friday, February 25, 2005

Registration & Continental Breakfast: 7:30 - 8:00 a.m.

Conference in Session: 8:00 a.m. - 4:30 p.m.

Event Producer:

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Registration Information and Details:

Corporate registration fee: \$950.00

Academic, Non-Profit & U.S. Government registration fee: \$750.00

The registration fee is due prior to the conference and includes continental breakfasts, lunches, refreshments and a detailed conference CD of speaker's presentations that are available.

Team Discounts:

Register 3 or more from your same organization at the same time and receive a 10% discount off of the conference registration fee. Register a team of 5 or more and receive a 15% discount off of the conference registration fee.

Cancellations and Substitutions:

Substitutions can be made at any time. All cancellations will carry a 15% administration fee. Please confirm your cancellation in writing at least 10 working days prior to the first day of the event. No refunds will be made for cancellations received less than 10 working days prior to the event. Business & Technology Communications, Inc. reserves the right to make changes to the program or to cancel it if minimum attendance is not met or when conditions beyond its control prevail. If the program is not held for any reason, Business & Technology Communications' liability is limited to the refund of the registration fee only.